WHAT IS CLAIMED IS:

1. A method for providing automated end-user support, the method comprising:

   receiving a request for end-user support from an end-user;

   retrieving a user profile associated with the end-user;

   determining a navigation location for the end-user;

   providing an automated support session corresponding to the navigation location; and

   recording an automated support data item in the user profile, wherein the automated support data item is related to the automated support session.

2. The method of claim 1, wherein the request for end-user support is a first request and wherein the automated support session is a first automated support session, the method further comprising:

   receiving a second request for end-user support from the end-user;

   retrieving the user profile, wherein the user profile includes the recorded automated support data item; and

   providing a second automated support session;

   wherein the second automated support session accounts for the recorded automated support data item.

3. The method of claim 1, further comprising:

   determining an effectiveness level for the automated support session; and

responsive to the effectiveness level being below a threshold, recording the automated support data item in association with an automated support failure indicator.

4. The method of claim 1, further comprising:

determining an effectiveness level for the automated support session; and

responsive to the effectiveness level being below a threshold, referring the end-user to a secondary support session.

5. The method of claim 1, wherein referring the end-user to the secondary support session comprises:

referring the end-user to a live support session.

6. The method of claim 1, further comprising:

selecting a personae from a plurality of personae for interacting with the end-user;

wherein the personae is selected in response to the user profile.

7. A system for providing automated end-user support, the system comprising:

a primary end-user support system;

a web server connected to the primary support system, the web server configured to provide a page to the end-user;

a communication module connected to the web server and the primary end-user support system, wherein the communication module is configured to communicate an identifier corresponding with the page to the primary end-user support system;

a data collection module connected to the primary end-user support system and the primary end-user support system; and

a support knowledge database connected to the primary end-user support system.

8. The system of claim 7, further comprising:

a secondary end-user support system;

wherein the communication module is configured to communicate an identifier corresponding with the page to the secondary end-user support system.

9. The system of claim 7, further comprising:

a primary storage device connected to the primary end-user support system;

wherein the primary storage device is configured to store data corresponding to a failure of the primary end-user support system.

10. The system of claim 7, wherein the primary storage device is further configured to store a end-user frustration indicator, the system further comprising:

a support failure calculator connected to the primary storage device;

wherein the support failure calculator is configured to calculate the end-user frustration indicator.

11. The system of claim 7, wherein the support knowledge database comprises:

a plurality of responses corresponding to a plurality of potential questions.

12. The system of claim 7, wherein the support knowledge database comprises:

a plurality of cobrowsing segments associated with a plurality with a plurality of user actionable processes.

13. The system of claim 7, wherein the support knowledge database comprises:

a plurality of personae definitions;

wherein each of the plurality of personae definitions are selectable to interact with the end-user to thereby provide the end-user support.

14. The system of claim 13, wherein the support knowledge database further comprises:

a roles module configured to store a plurality of role definitions corresponding to the plurality of personae definitions; and

a skills module configured to store a plurality of skill definitions corresponding to the plurality of personae definitions;

wherein each of the plurality of personae definitions is associated with a role definition and a skill definition.

15. The system of claim 7, wherein the secondary support system comprises one of an email support system, a chat support system, and a call center support system.

16. The system of claim 7, wherein the primary support system comprises an automated support server.

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18. A system for providing automated end-user support, the system comprising:

a processor;

a storage device connected to the processor;

a plurality of instructions stored on the storage device, the plurality of instructions configured to cause to processor to:

process a request for end-user support from an end-user;

retrieve a user profile associated with the end-user;

determine a navigation location for the end-user;

provide an automated support session corresponding to the navigation location; and

record an automated support data item in the user profile, wherein the automated support data item is related to the automated support session.

19. The system of claim 17, wherein the request for end-user support is a first request and wherein the automated support session is a first automated support session, the plurality of instructions configured to cause to processor to:

receive a second request for end-user support from the end-user;

retrieve the user profile, wherein the user profile includes the recorded automated support data item; and

provide a second automated support session;

wherein the second automated support session accounts for the recorded automated support data item.

17. The system of claim 18, wherein the plurality of instructions are configured to cause to processor to:

determine an effectiveness level for the automated support session; and

responsive to the effectiveness level being below a threshold, record the automated support data item in association with an automated support failure indicator.

20. The system of claim 18, wherein the plurality of instructions are configured to cause to processor to:

determine an effectiveness level for the automated support session; and

responsive to the effectiveness level being below a threshold, refer the end-user to a secondary support session.

21. The system of claim 18, wherein the plurlaity of instructions are configured to refer the end-user to the secondary support session by:

referring the end-user to a live support session.

22. The system of claim 18, wherein the plurality of instructions configured to cause to processor to:

select a personae from a plurality of personae for interacting with the end-user;

wherein the personae is selected in response to the user profile.

29. A system for providing automated end-user support, the system comprising:

means for receiving a request for end-user support from an end-user;

means for retrieving a user profile associated with the end-user;

means for determining a navigation location for the end-user;

means for providing an automated support session corresponding to the navigation location; and

means for recording an automated support data item in the user profile, wherein the automated support data item is related to the automated support session.